

Message Text

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PAGE 01 TAIPEI 07457 190403Z

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ACTION COME-00

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FM AMEMBASSY TAIPEI

TO USDOC WASHDC

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UNCLAS TAIPEI 7457

FOR OIM/FE SONNE USDOC

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: POST PREPARED DESK STUDIES

REF : MITCHELL LETTER TO GADSDEN

1. IN AN EFFORT TO PROVIDE COMMERCE ESSENTIAL AND USEFUL MARKET INFORMATION, POST NOW SEEKS TO REFINES ITS APPROACH TO THE PREPARATION OF DESK STUDIES.

2. BEGINNING WITH THE PREPARATION OF THE "EDUCATIONAL TRAINING AIDS" STUDY PER REF LETTER, REQUEST COMMERCE PROVIDE FOR EACH DESK STUDY A SET OF SPECIFICATIONS INDICATING PRECISELY WHAT MARKET INFORMATION AND ANALYSES ARE REQUIRED. FURTHER REQUEST COMMERCE PROVIDE A DETAILED PRODUCT LIST FOR EACH THEME UNDER RESEARCH.

3. IN THE ABSENCE OF COMMERCE PROVIDED PRODUCT LISTS AND SPECIFICATIONS, POST WILL EXTRACT PRODUCT LIST FROM "15 TARGET INDUSTRIES" COMPUTER PRINT OUT, FINAL SHOW REPORTS OF OTHER TRADE CENTERS AND PUBLICATIONS OF THE INSPECTORATE GENERAL OF CUSTOMS, ROC. DESK STUDY FORMAT WILL INCLUDE
(A) SIZE OF MARKET ANALYSIS

(B) END USER ANALYSIS

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(C) OUTLOOK FOR U.S. SALES

(D) COMMENTS ON FACTORS FACILITATING OR INHIBITING
THE SALE OF U.S. MANUFACTURED PRODUCTS IN THE ROC.

4. PAGE 51 PARA 1 OF THE PLANS OFFICER'S GUIDE STATES
"SPECIFICATIONS FOR POST-CONDUCTED STUDIES ARE
AVAILABLE FROM THE RESEARCH COORDINATION STAFF...."
REQUEST COMMERCE FORWARD TO TC THIS AND ANY OTHER
AVAILABLE STANDARD INSTRUCTIONS FOR PREPARATION OF DESK
STUDIES.
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Message Attributes

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Disposition Action: n/a
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Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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